

Decision Support System

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Introduction:

- The present state of world economy urges managers to look for new methods which can help to start the economic growth. To achieve this goal, managers use standard as well as new procedures and tools. Development of information society and so-called new economy has created a whole new business environment that is more extensive and rapidly changing. Become a standard the use of modern information and communication technologies (ICT), which enable faster and cheaper communication and an increase in the number of business activities. Today in the world's economy, a major role plays electronic business (e-business).
- Basic support for the e-business transactions are so-called e-commerce systems. E-commerce systems became standard interface between sellers (or suppliers and manufactures) and customers. E-commerce systems can be considered for systems with large geographical distribution. This follows from their nature, when they are based on the Internet. Statistics show an increasing interest in cross-border online shopping. This is also dependent on the efforts of manufacturers and retailers to establish themselves on foreign markets. E-commerce systems allow them to do it quickly and at relatively low financial cost.

What are the types of decision support system?

- It means that both a human component and computer component work together to come up with the best solution. There are a number of decision support systems. These can be categorized into five types: communications driven DSS, data driven DSS, document driven DSS, knowledge driven DSS and model driven DSS.

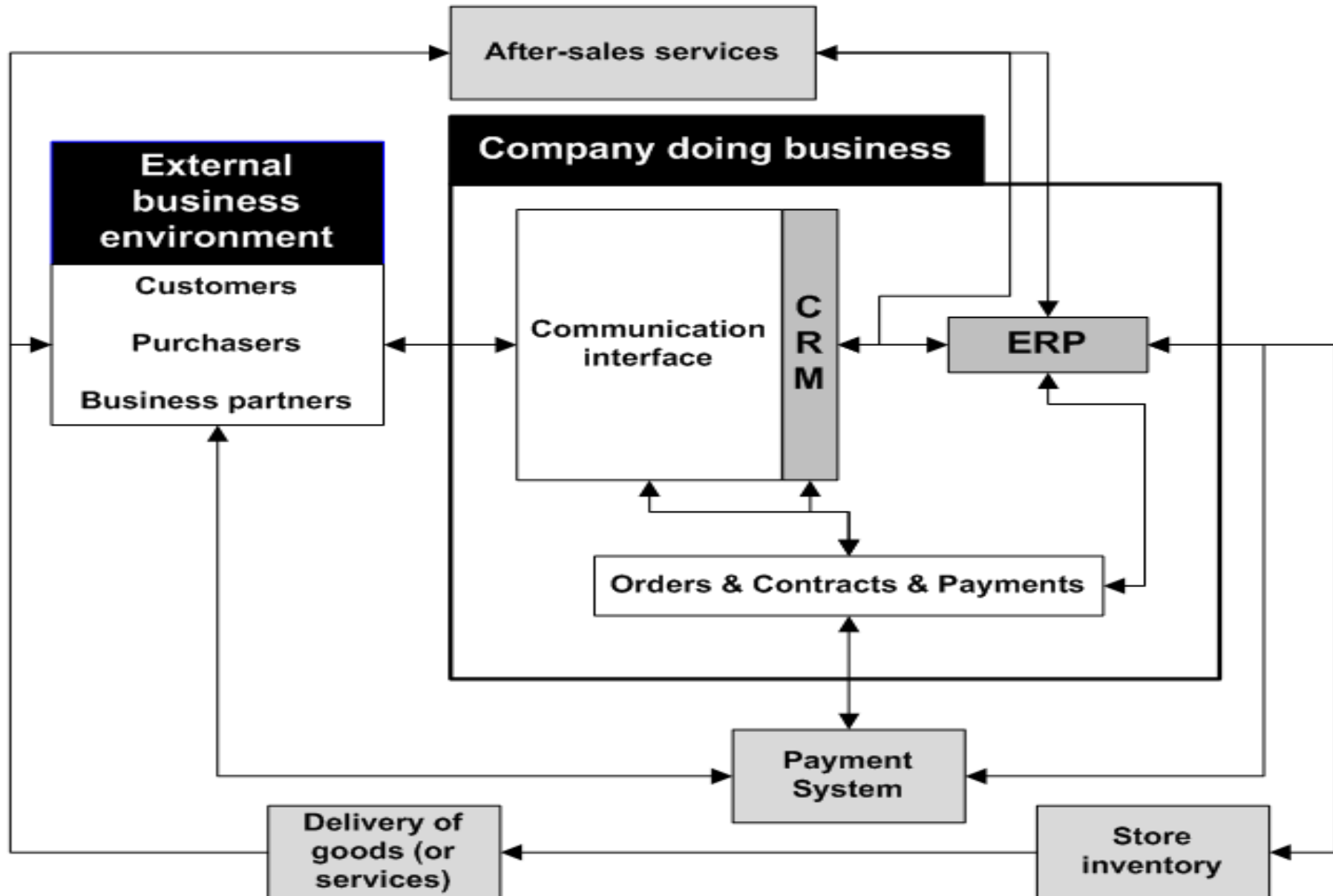
What are three major components of a DSS?

- A decision support systems consists of three main components, namely database, software system and user interface.

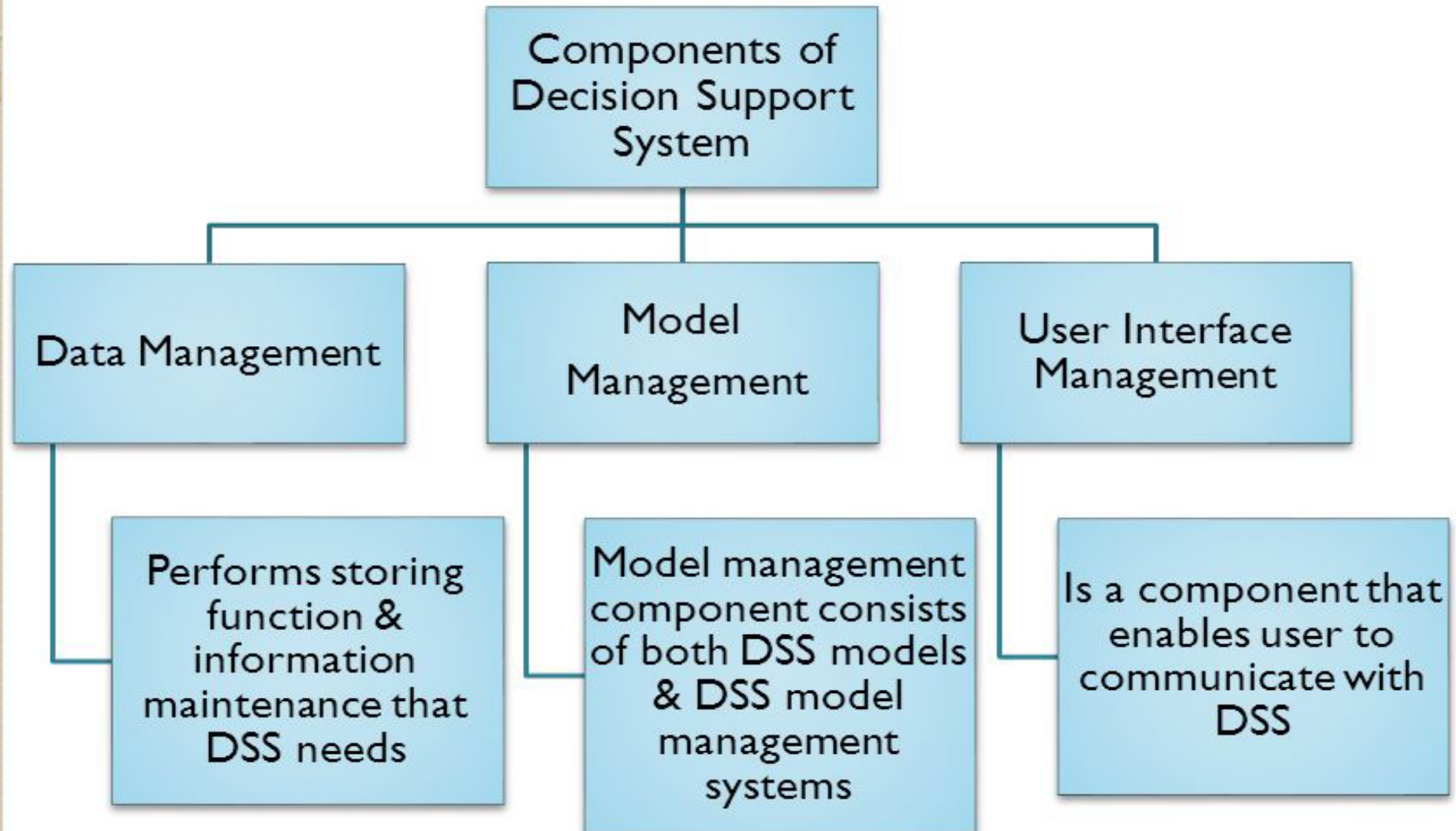
What is the importance of decision support system?

- Benefits of DSS
- Improves efficiency and speed of decision-making activities. Increases the control, competitiveness and capability of futuristic decision-making of the organization. Facilitates interpersonal communication. Encourages learning or training.

Diagram of DSS:



Components of decision support system



Examples of DSS

- For example, a national on-line book seller wants to begin selling its products internationally but first needs to determine if that will be a wise business decision. ... The DSS will collect and analyze the data and then present it in a way that can be interpreted by humans.

Conclusion:

- **CONCLUSION** Decision Support Systems are a class of subsystem of the Management Information system which support analysts , planners and managers in the decision making process. Now DSS are used all over the world by public, private and government agencies to solve complex and data intensive problems.

Reference:

- Chaffey, D. (2009), E- Business and Management E- Commerce, Strategy, Implementation and Practice, Prentice Hall, UK.